

*New Zealand Doctor* provides GPs and many others in the health sector with their only source of up to date news affecting primary care. It is a must-read for anyone wanting to keep up with the ever-changing landscape in the health sector. Our award-winning\* team of experienced health reporters and clinical contributors report on the issues affecting doctors in every aspect of their professional capacity.

### **Frequency**

Twenty four issues per year, published Wednesday, every fortnight except January.

### **Circulation**

Over 80% of GP practices subscribe to *New Zealand Doctor*, covering more than 3500 practising GPs, surgery locums, GP registrars, and Accident and Medical centres throughout New Zealand. *New Zealand Doctor's* subscribers also include allied health professionals, health officials, PHO managers and staff, DHB managers, lawyers, accountants and NGOs.

### **Becoming a subscriber**

GPs are eligible for a bundled subscription providing 24 issues of *New Zealand Doctor* and two issues of *MIMS New Ethicals* for \$165 a year. Reduced rates are available for multiple subscriptions.

**Non-GPs** subscription rate for *New Zealand Doctor* is \$169 for 24 issues.

Further subscription details from Dianne Hamill on 09-488 4261 or [subscribe@nzdoctor.co.nz](mailto:subscribe@nzdoctor.co.nz)

### **Editorial archives**

Subscribers have free access to *New Zealand Doctor* story archives online from 1996–present day.

### **Website**

*New Zealand Doctor's* website [www.nzdoctor.co.nz](http://www.nzdoctor.co.nz) provides daily news and access to a wide range of background news material, doctor and patient resources, and online free classifieds. A weekly email newsletter, [Doctor@Large](mailto:Doctor@Large), is also available.

\* Awards received by *New Zealand Doctor* staff in recent years: Jodi Yeats, Best senior feature writer – Qantas Media Awards 2008; *New Zealand Doctor*, Finalists Qantas Media Awards 2009, 2004, 2003, 2002; Amanda Cameron, Best junior feature writer – Qantas Media Awards 2007, 2006; *New Zealand Doctor*, Finalist Best Magazine Cover – Qantas Media Awards 2007; *New Zealand Doctor*, Best trade/professional magazine – Qantas Media Awards 2007, 2006. Also “honourable mentions” in TABPI (Trade and Business Publications International) Awards for best cover illustration, 2008 and best single issue, 2007 and 2009

### *New Zealand Doctor*

3 Shea Tce, Takapuna, North Shore City 0622

T +64 9-488 4279, F +64 9-488 4284

### **Postal address**

PO Box 31348, Milford, North Shore City 0741

### **Advertising contact**

Rhonda Jackson

T +64 9-488 4274, M 021 746 475

F +64 9-489 6240

[rjackson@nz.cmpmedica.com](mailto:rjackson@nz.cmpmedica.com)

## **Editorial Content**

### **News**

Written by staff journalists and correspondents:

- local medical and political news
- primary care sector news
- pharmaceutical industry and medical research news.

### **Opinion**

Written by the editor, contributors and readers:

- editorial
- letters to the editor
- parliamentary column and viewpoints
- regular comment from the HDC and Medical Council, and newsletters from RNZCGP, NZMA GP Council, ASMS, IPAC, Health Care Aotearoa, College of Practice Nurses.

### **Practice**

Written by GPs and specialists practising in each of these areas:

- sports medicine
- occupational health
- medical defence
- sexual health
- child health
- evidence
- primary mental health
- nutrition
- elder health
- dermatology
- travel medicine
- clinical updates on topical issues
- pathology
- clinical book reviews.

### **How to Treat**

In alternate issues GP experts and specialists discuss in detail the treatment of a particular clinical condition.

### **Business**

Written by staff journalists, business writers and columnists:

- practice management
- marketing and investment
- computing and internet.

### **After hours**

Travel, wine, history, books, humour, music.

**Free classifieds** – a subscriber service.

**Noticeboard** – free events diary.

## Editorial Staff

*New Zealand Doctor's* editorial staff includes experienced health journalists.

### **Barbara Fountain – editor**

Barbara Fountain has been editor of *New Zealand Doctor* for 13 years. She has previously worked as a daily newspaper journalist. Prior to training in journalism, Barbara worked in scientific publishing in the UK and as a biochemist.

[editor@nzdoctor.co.nz](mailto:editor@nzdoctor.co.nz) T +64 9-488 4266



### **Amanda Cameron – deputy editor**

Amanda Cameron was an experienced medical editor working in medical publishing before retraining as a journalist. She joined *New Zealand Doctor* in October 2005 after a year as health reporter at the *Herald on Sunday*.

[acameron@nzdoctor.co.nz](mailto:acameron@nzdoctor.co.nz) T +64 9-488 4273



### **Jodi Yeats – senior journalist**

Jodi Yeats has worked as a radio and print journalist and as a publication manager with a medical publisher. She joined *New Zealand Doctor* in July 2006 after working in communications for local government.

[jyeats@nzdoctor.co.nz](mailto:jyeats@nzdoctor.co.nz) T +64 9-488 4269



### **Lucy Ratcliffe – journalist**

Lucy Ratcliffe started with *New Zealand Doctor* in 2007 after spending her first two years as a reporter at the Auckland community newspaper *Eastern Courier*.

[lratcliffe@nzdoctor.co.nz](mailto:lratcliffe@nzdoctor.co.nz) T +64 9-488 4276



**Liane Topham-Kindley – southern correspondent**

Liane Topham-Kindley, based in Dunedin, has 12 years experience covering the sector for *New Zealand Doctor*. She previously covered health and education for the *Otago Daily Times*.  
tophamkindley@xtra.co.nz    T +64 3-467 9521



**Virginia McMillan – Wellington correspondent**

Virginia McMillan has been a journalist for more than 20 years. In late 2006, after two years as assistant editor of business weekly *The Independent Financial Review*, she turned freelance.  
vmcmillan@clear.net.nz    T +64 4-971 6598



**Richard French – How to Treat editor**

Richard French has been with *New Zealand Doctor* for nine years. He has previously worked for Adis International as a publication manager and in scientific publishing in the UK.  
rfrench@nzdoctor.co.nz    T +64 9-488 4270



**Helen Hayhurst – design**

Queries regarding design aspects of the publication should be made to designer Helen Hayhurst, who joined *New Zealand Doctor* in 2006.  
designer@nzdoctor.co.nz    T +64 9-488 4265



**New Zealand Doctor**

T +64 9-488 4279    F +64 9-488 4284

3 Shea Tce, Milford, North Shore City 0622

Postal Address: PO Box 31348, Milford, North Shore City 0741

## Advertising in Print

### Display advertising

The display rates are based on a volume discount basis and on the total spend in CMPMedica's publications over a 12-month period. Our rate card includes a number of sizing alternatives but we would be happy to discuss any special requirements you may have. Specific page placements attract a \$200 loading.

### Inserts and onserts

**Inserts** can go out with the full distribution or can be broken down by specialist areas or towns. They can be inserted into the fold of the magazine or placed into a specified page within the issue. This is a great way of getting additional information to the doctors in a standard form. Inserts are ideal if you already have a brochure printed and are seeking a way to distribute these to the medical profession.

**Onserts** can be anything from an information card to a fridge magnet and are attached to a certain page. Again, an excellent way to give out additional information that can be kept, or to make up part of a launch or special project.

We have a large range of samples that may be viewed to help with your decision and would be happy to discuss alternatives.

Please deliver inserts to: New Zealand Doctor, 3 Shea Terrace, Milford, North Shore City 0622  
– Attention: Angie Duberly, T +64 9-488 4286, seven days prior to issue date

### Professional classified advertising

Classified advertising rates are non commission bearing unless arranged with booking.

Booking deadline is eight working days prior to publication. Material deadline is seven working days prior to publication. Please supply a digital file (tiff, eps or pdf). CMYK for colour and greyscale for black & white or we can prepare the advertisement from text supplied. Additional online option available.



#### **For display, inserts & onserts**

Rhonda Jackson  
T +64 9-488 4274  
F +64 9-489 6240  
M 021 746 475  
rjackson@nz.cmpmedica.com



#### **For classified advertising**

Angie Duberly  
T +64 9-488 4286  
F +64 9-489 4284  
aduberly@nzdoctor.co.nz

### Professional Classifieds

The professional classifieds provide the ideal avenue for advertising employment opportunities in the primary care sector. They are also a popular site for advertising for:

- doctors wanted, practice managers wanted, practice nurses wanted
- rooms available
- locum services
- postgraduate courses
- seminar programmes
- surgery equipment
- practice swaps.

The rates are extremely competitive at \$27 or \$29 + GST per column centimetre, depending on material supplied. Discounts are available for multiple bookings.

The following are two examples of sizes and costs:

Advertise any employment opportunities, courses, products – or any information you wish to place in front of our readers in

#### THE PROFESSIONAL CLASSIFIEDS

Doctors Wanted • Rooms Available • Locum Services  
• Postgraduate Courses • Seminar Programmes •  
Surgery Equipment • Practice Swap • Relocation

Sizes: Single column 41mm, 2 column 86mm, 3 column 131mm

Rates: \$27 + GST  
per column cm –  
material supplied.

\$29 + GST per column  
cm – designed by us.  
Discounts available  
for multiple bookings.  
Rates non commission  
bearing.

Box above =

2 column (86mm) x 5cm deep

\$270 or \$290 + GST

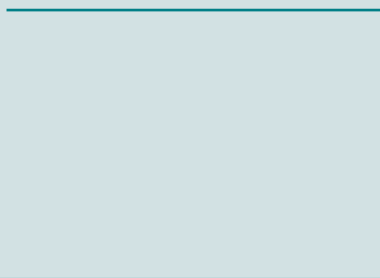
Box above =

1 column (41mm) x 5cm deep

\$135 or \$145 + GST

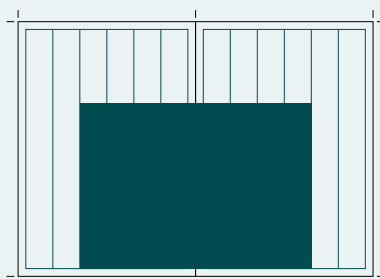
### Online professional classifieds

Placed only in conjunction with newspaper advertising, adding an additional 20 per cent over and above the cost of that advertisement. For all enquiries and booking please contact Angie Duberly on 09-488 4286 or [aduberly@nzdoctor.co.nz](mailto:aduberly@nzdoctor.co.nz)



**Double A3 spread**

Trim 594 x 420mm deep  
Copy 564 x 390mm deep  
Bleed 600 x 426mm deep

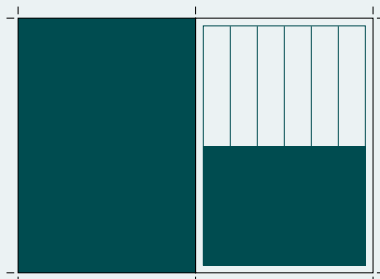


**Double A4 spread**

Trim 383 x 240mm deep  
Copy 377 x 234mm deep  
Bleed 386 x 246mm deep

**A3**

Trim 297 x 420mm deep  
Copy 266 x 390mm deep  
Bleed 303 x 426mm deep

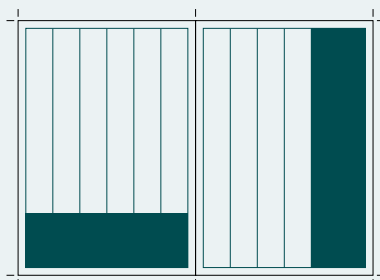


**1/2 A3**

Trim 266 x 200mm deep  
Copy 260 x 194mm deep  
Bleed 272 x 206mm deep

**Strip (horizontal)**

Trim 266 x 100mm deep  
Copy 260 x 94mm deep  
Bleed 272 x 106mm deep

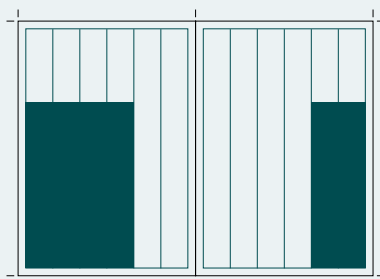


**Strip (vertical)**

Trim 86 x 370mm deep  
Copy 80 x 364mm deep  
Bleed 92 x 376mm deep

**A4 pony**

Trim 176 x 240mm deep  
Copy 170 x 234mm deep  
Bleed 182 x 246mm deep



**2 column**

Trim 86 x 240mm deep  
Copy 80 x 234mm deep  
Bleed 92 x 246mm deep

### Advertising formats and rates (exclusive of GST) 2010

	A3	1/2 A3	A4 Pony	100mm strip horiz or 2 col x 370 vert	2 column x 240 vert
Casual	\$3770	\$2650	\$2457	\$2040	\$1660
\$20K	\$3435	\$2410	\$2215	\$1890	\$1585
\$60K	\$3315	\$2310	\$2150	\$1805	\$1505
\$100K	\$3245	\$2240	\$2060	\$1750	\$1436
\$150K	\$3135	\$2215	\$1970	\$1695	\$1375
\$200K	\$3050	\$2110	\$1920	\$1630	\$1280
\$250K	\$2895	\$2010	\$1840	\$1580	\$1215

\$200 loading on above rates for specific page placement

#### Prescribing Information Supplement (non commission bearing)

1/3 page (vertical)	(55mm x 250mm deep)	\$220
1/2 page (vertical)	(86mm x 250mm deep)	\$265
A4	(176mm x 250mm deep)	\$495

#### Inserts (a sample or mock-up must be supplied before rates are confirmed)

Loose insert	DL card or A4 page/s (up to 8 pages)	\$2215
	Over 8 pages	By negotiation
Glued onsert – specific page		\$3075
Bound insert	Maximum stock weight 150gsm	By negotiation
Cover flap/wrap		\$3550
False cover		By negotiation

#### Other options

**Professional classifieds** (non commission bearing) \$27–\$29 + GST per column centimetre

**Online professional classifieds** – placed only in conjunction with newspaper advertising, adding an additional 20 per cent over and above the cost of that advertisement

**Publishing Schedule 2010**

Publishing dates	Booking deadline	Material deadline
27 January	11 December	13 January
10 February	22 January	27 January
24 February	5 February	10 February
10 March	19 February	24 February
24 March	5 March	10 March
7 April	19 March	24 March
21 April	2 April	7 April
5 May	16 April	21 April
19 May	30 April	5 May
2 June	14 May	19 May
16 June	28 May	2 June
30 June	11 June	16 June
14 July	25 June	30 June
28 July	9 July	14 July
11 August	23 July	28 July
25 August	6 August	11 August
8 September	20 August	25 August
22 September	3 September	8 September
6 October	17 September	22 September
20 October	1 October	6 October
3 November	15 October	20 October
17 November	29 October	3 November
1 December	12 November	17 November
15 December	26 November	1 December

### Advertising Online

New Zealand Doctor's website [www.nzdoctor.co.nz](http://www.nzdoctor.co.nz) provides daily news, media releases and a wider range of resources invaluable for GPs and other working in primary care.

### Online free classifieds

The free classifieds service is available to *New Zealand Doctor* subscribers and includes locums available, locums wanted, practice nurse vacancies and equipment for sale.

### Online professional classifieds

For an additional fee, professional classifieds running in the print publication can be published online. (See professional classifieds rates in this media kit.)

### Online display advertising specifications

Three spots are available on the website for advertisers:



#### Run of site top banner (maximum 4 x rotation)

– 760 pixels (W) x 120 pixels (H)

Rate is \$250 per week

#### Run of site tile ad (maximum 4 x rotation)

– 300 pixels (W) x 300 pixels (H), OR

– 300 pixels (W) x 250 pixels (H)

Rate is \$250 per week

The acceptable file formats are gif, jpeg, animated gif or swf.

Maximum file size is 50kb, preferably lower.

Banner artwork must be accompanied by a URL, eg, [www.yourname.co.nz](http://www.yourname.co.nz)

Note: For swf files the click tag must be embedded into the file.

For all enquiries and booking please contact Rhonda Jackson on 09-488 4274  
or [rjackson@nz.cmpmedica.com](mailto:rjackson@nz.cmpmedica.com)

**Doctor@Large**

Doctor@Large is *New Zealand Doctor's* e-newsletter, currently published weekly.



**Right hand island ad**

– 300 pixels (W) x 300 (or 250) pixels (H)

Rate on request.

**Right hand skyscraper banner**

– 160 pixels (W) x 600 pixels (H)

Rate on request.



The acceptable file formats are gif, jpeg, animated gif or swf.  
Maximum file size is 50kb.

Banner artwork must be accompanied by a URL, eg, [www.yourname.co.nz](http://www.yourname.co.nz)

Note: For swf files the click tag must be embedded into the file, and a back-up gif supplied.

For all enquiries and booking please contact Rhonda Jackson on 09-488 4274 or [rjackson@nz.cmpmedica.com](mailto:rjackson@nz.cmpmedica.com)

**Subscription Form – non GPs**

Please complete using CAPITAL letters and return this form together with your cheque or credit card details to:

*New Zealand Doctor*  
PO Box 31348  
Milford  
North Shore City 0741  
Fax 09-489 6240

Name (Dr/Mr/Mrs/Ms) \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

- Tick if you would like to receive our weekly e-newsletter, Doctor@Large
- I have enclosed a cheque for \$169 (inclusive of GST), made payable to CMPMedica (NZ) Ltd
- Please charge my credit card \$169.

Card number \_\_\_\_\_

Cardholder's name \_\_\_\_\_

Expiry \_\_\_\_\_ Signature \_\_\_\_\_

(A tax invoice will be issued upon receipt of your cheque)

subscription form

**Subscription Form – GPs only**

This is a combined subscription for *New Zealand Doctor* and *MIMS New Ethicals*

Please complete using CAPITAL letters and return this form together with your cheque or credit card details to:

*New Zealand Doctor*  
PO Box 31348  
Milford  
North Shore City 0741  
Fax 09-489 6240

Name (Dr/Mr/Mrs/Ms) \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Tick if you would like to receive our weekly e-newsletter, Doctor@Large

I have enclosed a cheque for \$165 (inclusive of GST), made payable to CMPMedica (NZ) Ltd

Please charge my credit card \$165.

Card number \_\_\_\_\_

Cardholder's name \_\_\_\_\_

Expiry \_\_\_\_\_ Signature \_\_\_\_\_

(A tax invoice will be issued upon receipt of your cheque)

For details of discounts for multiple orders go to [www.nzdoctor.co.nz/online/sub.aspx](http://www.nzdoctor.co.nz/online/sub.aspx)